

Atlanta Economic Review — 1965 Index

*Back issues not available

BY AUTHOR

- | | | | |
|--|---------|---|--------|
| ALDERFER, EVAN B., Southeastern Corner: <i>Egg Production Increases in the Southeast</i> | May | FISHER, HOMER, JR., <i>Personnel Departments in the Southeast</i> | Oct. |
| ANTONIE, A. H., <i>Critiques from a Reader</i> | Feb. | GABARD, WILLIAM M., <i>Georgia in the Dynamic '60's</i> | May |
| ATCHISON, JERE, <i>Atlanta Business Activity</i> | Monthly | GRAWOIG, DENNIS E., <i>Which Way Forward?</i> | June |
| Southeastern Corner: <i>Employment in Georgia: Some Additional Notes</i> | Jan. | GREGG, DUNCAN S., <i>The Management Forum: Instant Money and How It Works</i> | June |
| AUSTIN, J. PAUL, <i>Closing the Gaps in Modern Communications</i> | Aug. | HALL, T. P., <i>Management Reporting: Information Tailored to Needs</i> | Sept.* |
| BASSIE, V LEWIS, <i>Crises in World Finance</i> | May | HEAD, R. P., JR., <i>Management Development: A Basic Business Need</i> | June |
| BERG, W. H., <i>International Business Problems—As My Industry Faces Them</i> | July | HILL, LEWIS E., <i>The Purpose and Function of Labor Unions</i> | March* |
| BOWDOIN, MARY H., Southeastern Corner: <i>Construction in the Southeast</i> | Feb. | Southeastern Corner: <i>Organized Labor's Challenge to Southeastern Industry</i> | Dec. |
| CHAPMAN, JAMES E., Book Review: <i>"The Manager: A Human Engineer,"</i> by Frank Henry Neely | Nov. | JOBST, EBERHARD, <i>Current Economic Policy Trends in European Thought</i> | Oct. |
| CLAY, GRADY, <i>The Urban Structure: The Metropolis and the University</i> | Feb. | <i>France Strives to Better Technical Education</i> | Sept.* |
| COCHRAN, KENDALL P., <i>Goals for Economic Education</i> | May | KNIGHT, W. R., <i>Getting Your Message Through Research—Whose Definition?</i> | Feb. |
| DANZIGER, ERWIN, <i>On Courting Computers</i> | Jan. | Southeastern Corner: <i>Big Years for Georgia</i> | March* |
| DRAPER, JESSE, <i>The Management Forum: The Challenge of Leadership</i> | March* | KRAUS, ALBERT L., <i>Economic Education: Are Interest Rates Too High?</i> | Sept.* |
| EPPERT, RAY R., <i>The Management Forum: The "Critical Path" to Success in Foreign Markets</i> | Dec. | KUSHNER, ADELE, <i>Revolution in a Generation: The Little Red Schoolhouse is Gone</i> | Nov. |
| EVANS, J. S., <i>The Management Forum: Management by Objectives</i> | Oct. | Southeastern Corner: <i>Employment Roundup</i> | Sept.* |
| FINCHER, CAMERON, <i>Behavioral Science and the Businessman</i> | Dec. | LEBRE, EDWARD G., <i>The Management Forum: Using Military Reliability Techniques to Improve Commercial Products</i> | Nov. |
| <i>Psychology and the Consumer</i> | Jan. | MALLICK, EARL W., <i>The Management Forum: Shall We Choose to Compete?</i> | April |
| <i>Testing and Title VII</i> | June | MAUTZ, ROBERT K., <i>A Personal Code of Business Ethics</i> | April |
| | | MAYER, KARL M., <i>Intermodal Transportation Compatibility</i> | March* |
| | | MESCON, MICHAEL H., <i>The Management Forum: Memo to Businessmen—Rx for Winning Friends</i> | Jan. |
| | | MILLMAN, R. WILLIAM, <i>Automation of Clerical Tasks in Atlanta Offices</i> | May |

MILLS, DAVID, *Problems of the Regional International Banker—Second Half of the Sixties* July
 MOCK, EDWARD J., *The Multiple Year Income Statement, Costs and Decision-Making* May
 MORGAN, THOMAS S., *Export: A Challenge; An Opportunity* July
 MULLANEY, THOMAS E., *Economic Education: America's Economic Illiteracy* Dec.
 O'BANNON, N. D., *Southeastern Corner: Employment and Growth, 1961-64—The Why's and Wherefore's* Aug.
 OGRAM, ERNEST W., JR., *The Multinational Corporation* July
 PLATTS, JOHN H., *The Management Forum: Profit Awareness as It Relates to Management Development* May
 PULVER, W. A., *The Impact of International Pressures on the Lockheed-Georgia Company* July
 REYNOLDS, R. S., JR., *The Management Forum: A Measure of Audacity* Feb.
 RIMLER, GEORGE, *Southeastern Corner: Growth Trends Take a Surprising Bounce* June
 ROBINSON, GLEN, *Scientific-Atlanta's Role in the Export Market* July
 ROSSANT, M. J., *Economic Education: The United States and the Underdeveloped Countries* Nov.
 RUBLOFF, ARTHUR, *The Urban Structure: A Property Tax Program to Encourage Private Development Downtown* April
 SAULNIER, RAYMOND J., *Western European Problems and Policies: Their Meaning for Us* April
 SCHWARTZ, HARRY, *Economic Education: The Soviet Economy Today: A Comparison and a Contrast* Oct.
 SCOTT, CAROLE E., *Revolution in a Generation: Increasing Skills of Manufacturing Workers Presage Secondary Development* Dec.
Revolution in a Generation: The Rebirth of a Region Sept.*
Southeastern Corner: Manufacturing—South vs. North Nov.
Southeastern Corner: Southeastern Cities: Typical or Atypical Oct.
An Urban Nation with "Sick" Cities Aug.
 SMITH, JOHN F., JR., *The Management Forum: Self-Renewal in Management* Sept.*
 STALNAKER, A. W., *Automation of Clerical Tasks in Atlanta Offices* May
 STEELE, H. ELLSWORTH, *Personnel Departments in the Southeast* Oct.
 WARNOCK, M. J., *The Management Forum: The New Geometry of Management* Aug.
 WEALE, W. BRUCE, *Integrating Behavioral Science Findings with Marketing* March*
 WELTNER, PHILIP, *The Old Market Town: Operation Comeback* Nov.
 WOLK, RONALD A., *Today's Multiversity: An Institution Torn By Conflicting Pressures* Aug.
 WREN, GEORGE R., *Education for Hospital Administration at Georgia State College* June
Hospitals—Big Business and a Growth Industry March*

BY TITLE

ATLANTA BUSINESS ACTIVITY Monthly
 Jere Atchison
 ATLANTA ECONOMIC REVIEW—1964 INDEX Jan.
 AUTOMATION OF CLERICAL TASKS IN ATLANTA OFFICES May
 R. William Millman and A. W. Stalnaker
 BEHAVIORAL SCIENCE AND THE BUSINESSMAN Dec.
 Cameron Fincher
 BOOK REVIEW: "THE MANAGER: A HUMAN ENGINEER," BY FRANK HENRY NEELY Nov.
 James E. Chapman
 CLOSING THE GAPS IN MODERN COMMUNICATIONS Aug.
 J. Paul Austin
 CRISES IN WORLD FINANCE May
 V Lewis Bassie
 CURRENT ECONOMIC POLICY TRENDS IN EUROPEAN THOUGHT Oct.
 Eberhard Jobst
 ECONOMIC EDUCATION:
America's Economic Illiteracy Dec.
 Thomas E. Mullaney
Are Interest Rates Too High? Sept.*
 Albert L. Kraus
The Soviet Economy Today: A Comparison and a Contrast Oct.
 Harry Schwartz
The United States and the Underdeveloped Countries Nov.
 M. J. Rossant
 EDUCATION FOR HOSPITAL ADMINISTRATION AT GEORGIA STATE COLLEGE June
 George R. Wren
 EXPORT: A CHALLENGE; AN OPPORTUNITY July
 Thomas S. Morgan
 FRANCE STRIVES TO BETTER TECHNICAL EDUCATION Sept.*
 Eberhard Jobst
 FRANK H. NEELY (A BIOGRAPHICAL SKETCH) Nov.
 GEORGIA IN THE DYNAMIC '60's May
 William M. Gabard
 GETTING YOUR MESSAGE THROUGH Feb.
 W. R. Knight
 GOALS FOR ECONOMIC EDUCATION May
 Kendall P. Cochran
 HOSPITALS—BIG BUSINESS AND A GROWTH INDUSTRY March*
 George R. Wren
 IMPACT OF INTERNATIONAL PRESSURES ON THE LOCKHEED-GEORGIA COMPANY July
 W. A. Pulver

INCIDENTS: CRITIQUES FROM A READER	Feb.	PSYCHOLOGY AND THE CONSUMER	Jan.
A. H. Antonie		Cameron Fincher	
INTEGRATING BEHAVIORAL SCIENCE FINDINGS WITH MARKETING	March*	THE PURPOSE AND FUNCTION OF LABOR UNIONS	March*
W. Bruce Weale		Lewis E. Hill	
INTERMODAL TRANSPORTATION COMPATIBILITY	March*	RESEARCH—WHOSE DEFINITION?	Feb.
Karl M. Mayer		W. R. Knight	
INTERNATIONAL BUSINESS PROBLEMS—AS MY INDUSTRY FACES THEM	July	REVOLUTION IN A GENERATION:	
W. H. Berg		<i>Increasing Skills of Manufacturing Workers</i>	Presage
MANAGEMENT DEVELOPMENT: A BASIC BUSINESS NEED	June	<i>Secondary Development</i>	Dec.
R. P. Head, Jr.		Carole E. Scott	
THE MANAGEMENT FORUM:		<i>The Little Red Schoolhouse is Gone</i>	Nov.
<i>The Challenge of Leadership</i>	March*	Adele Kushner	
Jesse Draper		<i>The Rebirth of a Region</i>	Sept.*
<i>The "Critical Path" to Success in Foreign Markets</i>	Dec.	Carole E. Scott	
Ray R. Eppert		SCIENTIFIC-ATLANTA'S ROLE IN THE EXPORT MARKET	July
<i>Instant Money and How It Works</i>	June	Glen Robinson	
Duncan S. Gregg		SOUTHEASTERN CORNER:	
<i>Management by Objectives</i>	Oct.	<i>Big Years for Georgia</i>	March*
J. S. Evans		W. R. Knight	
<i>A Measure of Audacity</i>	Feb.	<i>Construction in the Southeast</i>	Feb.
R. S. Reynolds, Jr.		Mary H. Bowdoin	
<i>Memo to Businessmen—Rx for Winning Friends</i>	Jan.	<i>Egg Production Increases in the Southeast</i>	May
Michael H. Mescon		Evan B. Alderfer	
<i>The New Geometry of Management</i>	Aug.	<i>Employment in Georgia: Some Additional Notes</i>	Jan.
M. J. Warnock		Jere Atchison	
<i>Profit Awareness as It Relates to Management Development</i>	May	<i>Employment and Growth, 1961-64—The Why's and Wherefore's</i>	Aug.
John H. Platts		N. D. O'Bannon	
<i>Self-Renewal in Management</i>	Sept.*	<i>Employment Roundup</i>	Sept.*
John F. Smith, Jr.		Adele Kushner	
<i>Shall We Choose to Compete?</i>	April	<i>Growth Trends Take a Surprising Bounce</i>	June
Earl W. Mallick		George Rimler	
<i>Using Military Reliability Techniques to Improve Commercial Products</i>	Nov.	<i>Manufacturing—South vs. North</i>	Nov.
Edward G. Lebre		Carole E. Scott	
MANAGEMENT REPORTING: INFORMATION TAILORED TO NEEDS	Sept.*	<i>Organized Labor's Challenge to Southeastern Industry</i>	Dec.
T. P. Hall		Lewis E. Hill	
THE MULTINATIONAL CORPORATION	July	<i>Progress with Pride</i>	April
Ernest W. Ogram, Jr.		<i>Southeastern Cities: Typical or Atypical?</i>	Oct.
THE MULTIPLE YEAR INCOME STATEMENT, COSTS AND DECISION-MAKING	May	Carole E. Scott	
Edward J. Mock		TESTING AND TITLE VII	June
THE OLD MARKET TOWN: OPERATION COMEBACK	Nov.	Cameron Fincher	
Philip Weltner		TODAY'S MULTIVERSITY: AN INSTITUTION TORN BY CONFLICTING PRESSURES	Aug.
ON COURTING COMPUTERS	Jan.	Ronald A. Wolk	
Erwin Danziger		AN URBAN NATION WITH "SICK" CITIES	Aug.
A PERSONAL CODE OF BUSINESS ETHICS	April	Carole E. Scott	
Robert K. Mautz		THE URBAN STRUCTURE:	
PERSONNEL DEPARTMENTS IN THE SOUTHEAST		<i>The Metropolis and the University</i>	Feb.
H. Ellsworth Steele and Homer Fisher, Jr.	Oct.	Grady Clay	
PROBLEMS OF THE REGIONAL INTERNATIONAL BANKER—SECOND HALF OF THE SIXTIES	July	<i>A Property Tax Program to Encourage Private Development Downtown</i>	April
David Mills		Arthur Rubloff	
		WESTERN EUROPEAN PROBLEMS AND POLICIES: THEIR MEANING FOR US	April
		Raymond J. Saulnier	
		WHICH WAY FORWARD?	June
		Dennis E. Grawoig	

BY SUBJECT

ACCOUNTING

- THE MANAGEMENT FORUM: Instant Money and How It Works*, Duncan S. Gregg June
Management Reporting: Information Tailored to Needs, T. P. Hall Sept.*
The Multiple Year Income Statement, Costs and Decision-Making, Edward J. Mock May
Which Way Forward?, Dennis E. Grawoig June

AGRICULTURE

- SOUTHEASTERN CORNER: Egg Production Increases in the Southeast*, Evan B. Alderfer May

BEHAVIORAL SCIENCE

- Behavioral Science and the Businessman*, Cameron Fincher Dec.
Integrating Behavioral Science Findings With Marketing, W. Bruce Weale March*

BUSINESS EDUCATION

- Behavioral Science and the Businessman*, Cameron Fincher Dec.

BUSINESS ETHICS

- A Personal Code of Business Ethics*, Robert K. Mautz April

BUSINESS INDICATORS

- Atlanta Business Activity*, Jere Atchison Monthly

BUSINESS ORGANIZATION

- The Multinational Corporation*, Ernest W. Ogram, Jr. July

COMMUNICATIONS

- Closing the Gaps in Modern Communications*, J. Paul Austin Aug.
Getting Your Message Through, W. R. Knight Feb.

DATA PROCESSING

- On Courting Computers*, Erwin Danziger Jan.

ECONOMICS

- Crises in World Finance*, V Lewis Bassie May
Current Economic Policy Trends in European Thought, Eberhard Jobst Oct.

ECONOMIC EDUCATION:

- America's Economic Illiteracy*, Thomas E. Mullaney Dec.

- Are Interest Rates Too High?*, Albert L. Kraus Sept.*
The Soviet Economy Today: A Comparison and a Contrast, Harry Schwartz Oct.
The United States and the Underdeveloped Countries, M. J. Rossant Nov.
Georgia in the Dynamic '60's, William M. Gabard May

- Goals for Economic Education*, Kendall P. Cochran May

REVOLUTION IN A GENERATION:

- Increasing Skills of Manufacturing Workers Presage Secondary Development*, Carole E. Scott Dec.
The Rebirth of a Region, Carole E. Scott Sept.*

SOUTHEASTERN CORNER:

- Big Years for Georgia*, W. R. Knight March*
Construction in the Southeast, Mary H. Bowdoin Feb.
Employment in Georgia: Some Additional Notes, Jere Atchison Jan.
Employment and Growth 1961-64—The Why's and Wherefore's, N. D. O'Bannon Aug.
Employment Roundup, Adele Kushner Sept.*
Growth Trends Take a Surprising Bounce, George Rimler June
Manufacturing—South vs. North, Carole E. Scott Nov.
Progress with Pride April

EDUCATION

ECONOMIC EDUCATION:

- America's Economic Illiteracy*, Thomas E. Mullaney Dec.

- The Soviet Economy Today: A Comparison and a Contrast*, Harry Schwartz Oct.
Education for Hospital Administration at Georgia State College, George R. Wren June
France Strives to Better Technical Education, Eberhard Jobst Sept.*
Goals for Economic Education, Kendall P. Cochran May

- Hospitals—Big Business and a Growth Industry*, George R. Wren March*

- Research—Whose Definition?*, W. R. Knight Feb.

- REVOLUTION IN A GENERATION: The Little Red Schoolhouse is Gone*, Adele Kushner Nov.

- Today's Multiversity: An Institution Torn by Conflicting Pressures*, Ronald A. Wolk Aug.

- THE URBAN STRUCTURE: The Metropolis and the University*, Grady Clay Feb.

FINANCE

- Crises in World Finance*, V Lewis Bassie May

- ECONOMIC EDUCATION: Are Interest Rates Too High?*, Albert L. Kraus Sept.*

- The Multiple Year Income Statement, Costs and Decision-Making*, Edward J. Mock May

- Problems of the Regional International Banker—Second Half of the Sixties*, David Mills July

FOREIGN TRADE

- Crises in World Finance*, V Lewis Bassie May
Current Economic Policy Trends in European Thought, Eberhard Jobst Oct.

Export: A Challenge; An Opportunity, Thomas S. Morgan July
The Impact of International Pressures on the Lockheed-Georgia Company, W. A. Pulver July
International Business Problems—As My Industry Faces Them, W. H. Berg July

THE MANAGEMENT FORUM:

The "Critical Path" to Success in Foreign Markets, Ray Eppert Dec.
Shall We Choose to Compete?, Earl W. Mallick April
The Multinational Corporation, Ernest W. Ogram, Jr. July
Problems of the Regional International Banker—Second Half of the Sixties, David Mills July
Scientific-Atlanta's Role in the Export Market, Glen Robinson July
Western European Problems and Policies: Their Meaning for Us, Raymond J. Saulnier April

GOVERNMENT

Intermodal Transportation Compatibility, Karl M. Mayer March*
Testing and Title VII, Cameron Fincher June
Western European Problems and Policies: Their Meaning for Us, Raymond J. Saulnier April

INDUSTRIAL DEVELOPMENT

ECONOMIC EDUCATION: The United States and the Underdeveloped Countries, M. J. Rossant Nov.
Georgia in the Dynamic '60's, William M. Gabard May

REVOLUTION IN A GENERATION:

Increasing Skills of Manufacturing Workers, Presage
Secondary Development, Carole E. Scott Dec.
The Rebirth of a Region, Carole E. Scott Sept.*

SOUTHEASTERN CORNER:

Employment in Georgia: Some Additional Notes, Jere Atchison Jan.
Employment and Growth 1961-64—The Why's and Wherefore's, N. D. O'Bannon Aug.
Employment Roundup, Adele Kushner Sept.*
Growth Trends Take a Surprising Bounce, George Rimler June
Manufacturing—South vs. North, Carole E. Scott Nov.
Progress with Pride April

LABOR-MANAGEMENT RELATIONS

Management Development: A Basic Business Need, R. P. Head, Jr. June
THE MANAGEMENT FORUM: *Management by Objectives*, J. S. Evans Oct.
The Purpose and Function of Labor Unions, Lewis E. Hill March*
SOUTHEASTERN CORNER: *Organized Labor's Challenge to Southeastern Industry*, Lewis E. Hill Dec.
Testing and Title VII, Cameron Fincher June

MANAGEMENT

Automation of Clerical Tasks in Atlanta Offices, R. William Millman and A. W. Stalnaker May
Book Review: "The Manager: A Human Engineer," by Frank Henry Neely, James E. Chapman Nov.

Closing the Gaps in Modern Communications, J. Paul Austin Aug.
Hospitals—Big Business and a Growth Industry, George R. Wren March*
The Impact of International Pressures on the Lockheed-Georgia Company, W. A. Pulver July
Incidents: Critiques from a Reader, A. H. Antonie Feb.
Management Development: A Basic Business Need, R. P. Head, Jr. June

THE MANAGEMENT FORUM:

The Challenge of Leadership, Jesse Draper March*
Instant Money and How It Works, Duncan S. Gregg June
Management by Objectives, J. S. Evans Oct.
A Measure of Audacity, R. S. Reynolds, Jr. Feb.
Memo to Businessmen—Rx for Winning Friends, Michael H. Mescon Jan.
The New Geometry of Management, M. J. Warnock Aug.

Profit Awareness as It Relates to Management Development, John H. Platts May
Self-Renewal in Management, John F. Smith, Jr. Sept.*

Shall We Choose to Compete?, Earl W. Mallick April
Using Military Reliability Techniques to Improve Commercial Products, Edward G. Lebre Nov.
Management Reporting: Information Tailored to Needs, T. P. Hall Sept.*
On Courting Computers, Erwin Danziger Jan.
Personnel Departments in the Southeast, H. Ellsworth Steele and Homer Fisher, Jr. Oct.
Testing and Title VII, Cameron Fincher June

MARKETING

Integrating Behavioral Science Findings with Marketing, W. Bruce Weale March*
Psychology and the Consumer, Cameron Fincher Jan.

RESEARCH

THE MANAGEMENT FORUM: *Using Military Reliability Techniques to Improve Commercial Products*, Edward G. Lebre Nov.
Research—Whose Definition?, W. R. Knight Feb.

TAXATION

THE URBAN STRUCTURE: *A Property Tax Program to Encourage Private Development Downtown*, Arthur Rubloff April

TRANSPORTATION

Intermodal Transportation Compatibility, Karl M. Mayer March*

URBAN PROBLEMS

The Old Market Town: Operation Comeback, Philip Weltner Nov.
SOUTHEASTERN CORNER: *Southeastern Cities: Typical or Atypical?*, Carole E. Scott Oct.
An Urban Nation with "Sick" Cities, Carole E. Scott Aug.

THE URBAN STRUCTURE:

The Metropolis and the University, Grady Clay Feb.
A Property Tax Program to Encourage Private Development Downtown, Arthur Rubloff April